



सत्यमेव जयते

**GOVERNMENT OF RAJASTHAN**  
**DIPARTMENT OF INDUSTRIES**



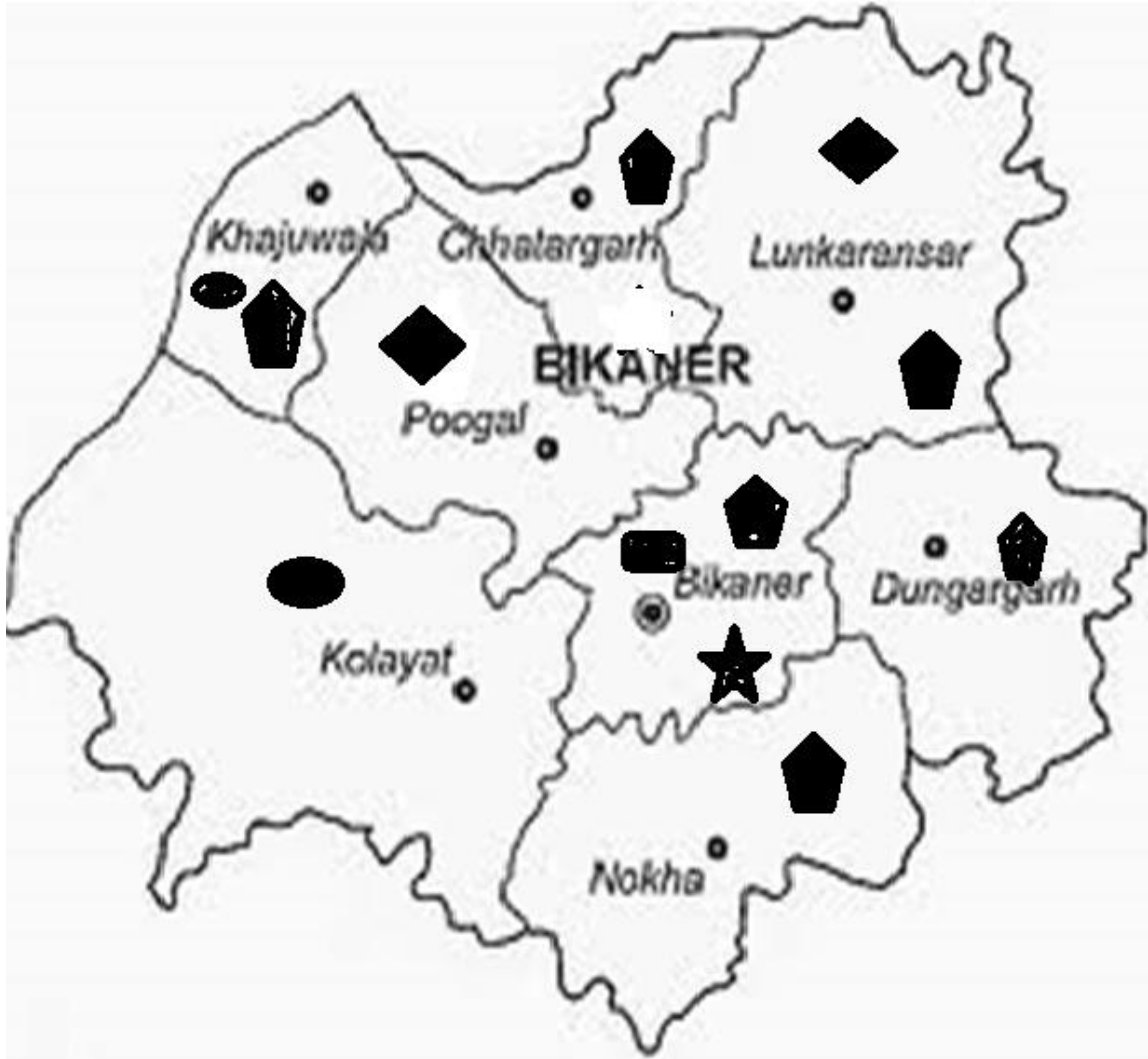
**AGRO FOOD PRODUCTS EXPORT PLAN**  
**ONE DISTRICT ONE PRODUCT**





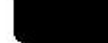


**DISTRICT INDUSTRIES CENTRE, BIKANER**

**0151-2200325**

**Email- [dicbikaner@rajasthan.gov.in](mailto:dicbikaner@rajasthan.gov.in)**



-  MINERAL BASED UNIT
-  AGRO BASED UNITS
-  EMBOIDARY CRAGTS
-  WOODEN BASED UNITS
-  FOOD PROSESSING UNITS

# Contents-

CHAPTER	Summary	
Chapter I – <i>District Profile</i>	1.1	DISTRICT AT A GLANCE
	1.2	General
	1.3	Administrative Set-up
Chapter II – <i>Social Infrastructure</i>	2.1	POPULATION
	2.2	Human Resources.
	2.3	Literacy ( Ruaral & Urban )
	2.4	Geographical Area
	2.5	Land use Patternin the District
	2.6	Climate & Rainfall
Chapter III <i>Energy Resources</i>	3.1	Rural Electrification/Grid Station
	3.2	Solar Power Production
	3.3	Thermal Power Production
Chapter- IV <i>Transportation</i>	4.1	Road- Network
	4.2	Rail Transport
	4.3	Air Transport
Chapter V <i>Agro Resources</i>	5.1	Area and Production of Major Crops.
	5.2	Major Crops
	5.3	Pulses
	5.4	Spices
	5.5	Oil Seeds
Chapter – VI <i>Infrastructure</i>	6.1	Existing industrial areas <ul style="list-style-type: none"> <li>● Riico</li> <li>● Government</li> <li>● Private</li> </ul>
	6.2	
	6.3	Industrial Area Planned
	6.4	Location where RIICO areas can be developed
	6.5	Position of Power supply. Water availability
	6.6	Road Facilities
Chapter- VII	7.1	● Introduction

<b><i>One District One Products</i></b>	7.2 7.3	<ul style="list-style-type: none"> <li>● Issues</li> <li>● Suggestion</li> </ul>
<b>Chapter – IX <i>Export in Bikaner</i></b>	8.0 8.1 8.2 8.3 8.4	<ul style="list-style-type: none"> <li>● Agro Food Products export in Bikaner</li> <li>● Major Agro Food Products Exported from District.</li> <li>● Major Countries where Product Exported</li> <li>● Agro Food Processing Products which are being Exported</li> <li>● Future Export Potential in Agro Food based units</li> </ul>

## CHAPTER-I

### *DISTRICT PROFILE*

#### 1.1 DISTRICT AT GLANCE

1.	Area	:	30413.4 Sq.Kms
2.	Population (2011)	:	
	i) Total Population	:	2363937
	ii) Rural	:	1563553
	iii) Urban	:	800384
	iv) Density	:	78 Per Sq.Km.
	v) Sex Ratio(Per 1000 males)	:	905
	vi) Literacy –Male	:	75.9%
	Female	:	53.2 %
	Urban	:	78.0%
	Rural	:	58.1 %
	Total	:	65.10 %
	Population Decadal Growth Rate (2001-2011)	:	24.30%
3.	i) No. of Towns	:	4
	ii) No. of Municipalities	:	3
	iii) No. of Nagar Nigam	:	1
4.	i) No. of Villages inhabited	:	951
	ii) No. of Villages uninhabited	:	100
	iii) Total No. of Villages	:	1051
	iv) Panchayat Samities (Nos)	:	7
	v) No. of Tehsils	:	9
	vi) No. of Sub-divisions	:	8
5.	Total Working Force	:	7.85 Lacs

6.	Agriculture :	:	
	i) Total Cultivated area(2016-17)	:	25.94 lacs Hec.
	ii) Double Cropped area	:	3.98 lacs Hec.
	iii) Main crops	:	Moth, Bajra,Jera, Wheat, Gram, Groundnut, Mustard.
7.	Irrigation (2016-17)	:	
	Total irrigated area	:	788859 Hec.
	i) Area irrigated by canals	:	398079 Hec.
	ii) Area irrigated by Wells, Tube wells, etc.	:	390780 Hec.
8.	Total Livestock Population(2012)	:	2607532
9.	Area under forest	:	103780 Hec.
10	Minerals available	:	Gypsum, China Clay, Balls Clay, Fullers Earth, Silica Sand, Lime Stone, Lignite.
11	Average rain fall	:	302.6 mm
12	Total No. of Industrial Areas	:	14
	i) No. of plots planned	:	2694
	ii) No. of plots allotted	:	2498
13	No. of Villages electrified	:	841
14	Transport & Communications	:	

	i) Total road length	:	7759.66 Kms.
	ii) Total railway lines	:	351.50 Kms.
	iii) No. of STD/PCOs	:	87
	iv) No. of Telegraph Office	:	Nil
	v) No. of Post Offices	:	267
	vi) No. of Vehicles registered	:	315483
	vii) No. of Bank branches	:	282
15	Educational Facilities :	:	No.
	i) Primary and Middle Schools	:	2107
	ii) Secondary and Sr. Sec. Schools	:	832
	iii) Colleges	:	41
	iv) Medical College	:	1
	v) Engineering College	:	4
	vi) Management institute	:	5
	vii) ITI	:	6
	viii) B.ed. Colleges	:	10
	Academic Colleges	:	17
	University	:	04
	i) S.K. Raj. Agriculture University	:	1
	ii) Veterinary University (RAJUVAS)	:	1
	iii) R.N.B. University	:	1
	iv) M.G.S. University Bikaner	:	1
16	Existing Industrial Status :	:	

i) No. of large/medium Enterprises	:	4
ii) No. of Micro, Small & Medium Enterprises	:	5858
iii) Investment in Plant & machinery in MSME (Rs. in lacs)	:	67431.92
iv) No. of employment generated from MSME(in Nos)	:	34923
I) No. of UAM Enterprises	:	21645
II) Investment in Plant & machinery in UAM (Rs. in lacs)	:	267513
III) No. of employment generated from UAM (in Nos)	:	96648

NOTE:- Information incorporated as on 31.03.2020

## 11.2 General

The district derives its name from Rao Bikaji by whom it was established. After the advent of Ganga canal in 1927 A.D. the cropping pattern of the Bikaner state has changed. After independent Bikaner State territory was divided into four districts Bikaner, Ganganagar, Churu and Hanumangarh.

## 11.3 Administrative Set-up

Bikaner, Loonkaransar, Nokha, Khajuwala, Kolayat, Pugal, Chhatargarh, Dungargarh are Eight sub-divisions in the district. The district possesses four urban centers namely Bikaner



(Gangashahar, Bhinasar) Nokha-Mandi, Deshnok and Dungargarh. There are total 1051 villages in the district, out of which 100 are uninhabited.

## *CHAPTER-II*

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### *SOCIAL INFRASTRUCTURE*

#### **2.1 Population**

Human resources is the basic input for measuring the existing and future industrial development of an area. As per of population Census 2011, the total population of Bikaner district is 23,63,937 (by registering a net increase of 4,61,827 persons over the year 2001). Where the Population of the district was 19,02,110 in Population Census-2001 The Population of the district is about 2.96 percent of the total population of the State. The density of population is in the district is 78.00 per sq. km in year 2011 when as at the same time, it is 165 for the entire state. The sex ratio (the number of female per 1000 of males) in the district is 905 in year 2011 as against 896 in year 2001.

#### **2.2 Human Resources.**

development of human resources in Rajasthan. The Department of School Education and Literacy, which deals with primary, secondary and higher secondary education, adult education and literacy, and the Department of

Higher Education, which deals with university education, technical education, scholarship etc.

**The main objectives are:**

- Formulating the National Policy on Education and to ensure that it is implemented in letter and spirit
- Planned development, including expanding access and improving quality of the educational institutions throughout the State, including in regions where people do not have easy access to education.
- Paying special attention to disadvantaged groups like the poor, females and the minorities
- Provide financial help in the form of scholarships, loan subsidy, etc. to deserving students from deprived sections of the society.
- Encouraging international cooperation in the field of education, including working closely with the UNESCO and foreign governments as well as Universities, to enhance the educational opportunities in the country.

**2.3 Literacy (Rural and Urban)**

The district has registered the 65.10 percent literacy rate in 2011 of which 75.90 percent is of male and 53.20 percent of female. However the literacy rate registered for the state as a whole in year 2011 stood at 61.03 percent.

**2.4 Geographical Area**

Bikaner is one of the desert districts situated in the North-West of Rajasthan. It extends from 27<sup>0</sup>11'N to 29<sup>0</sup>3' N latitudes and 71<sup>0</sup>54 Eto 74<sup>0</sup>12' E longitudes is bounded on the north by Ganganagar, south westby Jaisalmer,

Pakistan in the west, Churu in east and Nagaur and Jodhpur district in South-East. The district has a geographical area 30413.4 Sq.km. which is around 8.8 percent of the total area of the state and stands at second place area wise in the state after the Jaisalmer.

## 2.5 Land used Pattern in the District

The total geographical area of Bikaner district is recorded at 30413.4 Sq. km. The classification of land use in the district as per land revenue records-2018-19 has been found as given under :-

**TABLE 2.4**  
**LAND USE PATTERN YEAR 2018-19**

<b>S.No.</b>	<b>DESCRIPTION</b>	<b>Area in Hectares</b>
1.	Total Reporting Area	3041753
2.	Cultivated Area	2592757
3.	Area Under Forest	104280
4.	Area not available cultivation	448996
5.	Double Cropped Area	409794

Source : Land Records Department-2019

## 2.6 Climate and Rainfall

The district has a dry climate with large variation of temperature and scanty rainfall. Hot winds blow in summer, sweeping away and creating new sand-dunes. The highest temperature goes up to 50<sup>0</sup> C in summers and lowest up to 1<sup>0</sup> C in winter season.

*The normal annual rainfall in the district is 302.6 mm.*

### **3.1 Rural Electrification/ Grid Station**

Till March 31, 2019 out of total 921 villages in Bikaner district about 92.83 percent i.e. 857 number village were got electrified. However, the Panchayat Samiti wise position of rural electrification in the district March 31, 2019 is found as given under :-

### **3.2 Solar Power Production**

There is great potential for solar power at Bikaner as for more than 300 days sky is clear and there is ample direct sunlight. Fluidcon Engineers has established plant at kolayat is generating one megawatt power .

### **3.3 Thermal Power Production**

Occurrence of lignite have been reported at Palana, Raneri, Barsinghsar, Gurah, Bithnok, Hadla Bhatiyani. Deposits in Palana 12 kms from Bikaner city are most important.

## CHAPTER-IV

### *Transportation*

#### **4.1 ROAD NETWORK**

The district is well connected with metallic road with all near by district namely Jodhpur, Nagaur, Churu, Ganganagar and Hanumangarh. The National Highway Number 11,15 & 89 pass through Bikaner. N.H. 15 is connects Bikaner with Kandla & Amritsar. N.H. 89 Connect Indore& Bikaner. The total length of different category of roads in the district is **6810.09**kms. with breakup as given under:

**TABLE 4.1  
ROAD NETWORK IN THE DISTRICT AS ON 31-03-2019**

<b>S.NO.</b>	<b>CATEGORY</b>	<b>LENGTH IN KMS.</b>
1.	National Highway	301
2.	State Highway	654
3.	Major District Road	88
4.	Other District Roads	791.72
5.	Village Roads	4452.95
6.	Urban Roads	281.44
7.	Kums Roads	513.68
8.	NHAI	241
<b>TOTAL</b>		<b>7274.19</b>

SOURCE:- PWD CIRCLE BIKANER -2019

## 4.2 RAIL TRANSPORT

The district is connected with broad gauge 351.50 km. railways line. The total rail network found in the district is having the total rail length of 351.50 kms. The district is connected with Hawarah, Guwahati, Delhi, Bandra(T), Bhatinda, Jammu-Tawi and Merta Road, Jaipur, Jodhpur, Kolayat, Falodi by broad gauge

SOURCE:- DRM OFFICE BIKANER

## 4.3 AIR TRANSPORT

Air transport facilities will be available at Bikaner from Nal airport daily service to Jaipur and Delhi

## CHAPTER-V

### *Agro Resources*

### 5.1 Area and Production of Major of Crops.

The major crops of the district are wheat, gram, mustard, Ground nuts sheed, and moth etc. The Production of principal crops and area during the year 2018-19 as given pintswar in table on. **Production in Tones Area in Hectares**

### 5.2 Major Crops

**Tabel 5.2**

S.No	MAJOR CROPS	2018-19	
		AREA (Hec)	PRODUCTION (m.t.)
<b>CEREALS (major crops)</b>			
WHEAT	WHEAT	117500	305500
BARLEY	BARLEY	4355	11323
BAJRA	BAJRA	103835	50360

### 5.3 PULSES

**Tabel 5.3**

S.No.	MAJOR CROPS	2018-19	
		AREA (Hec)	PRODUCTION (m.t.)
<b>PULSES</b>			
1.	MOTH	289340	115736
2.	GRAM	266180	226253

5.4 Spices : There is no production of spices in Bikaner

## 5.5 OIL SEEDS

**Tabel 5.5**

S.No.	MAJOR CROPS	2018-19	
		AREA (Hec)	PRODUCTION (m.t.)
<b>OIL SEEDS</b>			
3.	Til	11625	34870
4.	RAPE & MUSTARD	115250	149825
5.	GROUNDNUT	202460	526396
6.	GUAR-SEED	779640	311856

Source:- Agriculture Department 31.03.2019

## CHAPTER-VI

### *Infrastructure*

## 6.1 Existing Industrial Areas

**Tabel 6.1**  
**Status of Industrial Area as on 31.3.2018( Area in Acres)**

S.No	Name of I.A.	Land Acquired	Planned	Allotted	Vacant	Remarks
			Plots	Plots	Plots	
1	2	3	4	5	6	7
1	I.G.C. Khara	729.62	548	532	16	
2	Rani Bazar	155.33	245	231	14	Disputed
3	Bichhwal	282.37	325	325	0	
4	Karni I.A. Ph.I	113.81	144	143	01	
5	Karni I.A. Ph.II	160.60	216	207	9	Disputed
6	Split Growth Centre Karni	108.00	435	433	02	
7	Karni I.A. (Ext.)	415.83	159	82	77	
8	Loonkaransar	81.71	156	151	05	Disputed

9	Napasar	42.13	149	148	01	
10	Nokha (Dev.)	39.31	51	40	11	Disputed
11	Nokha (Undev.)	30.75	25	25	0	
12	Nokha (Ext.)	91.24	109	100	09	Disputed
13	Khajuwala	41.56	96	45	51	Disputed
14	Sridungargarh (Undev.)	25.00	36	36	0	
	Total	2317.26	2694	2498	196	

Source: - Rajasthan state industrial development and investment, Bikaner.

**Tabel 6.1.1**  
**INDUSTRIAL AREA**

Sr. no.	Industrial Area	Total
<b>1</b>	<b>Govt. industrial area</b>	<b>14</b>
<b>2</b>	<b>Private industrial area</b>	<b>NIL</b>
<b>3</b>	<b>Proposed industrial area</b>	<b>2</b>
<b>4</b>	<b>Land identified for ind. Area but not finalized by govt.</b>	<b>8</b>

### 6.3 Industrial Area Planned/ Location where RIICO areas can be Developed

**Tabel 6.3.1**

S.No	Name of I.A.	Land Proposed
1	2	3
1.	Gajner	416.65 hec
2.	Karni IA(Ext.)	415.53 acre

### 6.3.2 Land identified for ind. Area but not finalized yet by govt.

**Tabel 6.3.2**

S.No	Name of I.A.	Land Proposed
1	2	3
1.	Bhansar	174.96
2.	Kunda	1030
3.	Gegadda	465.48
4.	SardarPura	3334.00
5.	Lakhansar	95.53
6.	Rajasar Bhatiyar	227.86



7.	Mahadev wali	1523.48
8.	Ramnagar	1042.65

Source: - Rajasthan state industrial development and investment, Bikaner.

**Position of Power supply, Position of Power supply, Water availavity  
Irrigation facilities ,Road, Highways, Mega Highway,State Highway  
Tabel**

S.No	Name of Industrial Area	6.4		6.5			6.6	
		Postion of Power Supply		Water availavity			Road Facilities	
		No. of GSS	Supply Through	Source	Daily Supply (Avg.) in KLD	Supply Throug h	Distance from NH	Distance from SH
1	Bichhwal	1	BKESL	Tube well	700	Riico	Along NH-62	-
2	Karni & Karni Ext.	3	BKESL	Tube well	1000	Riico	7 KM from NH-62	Along SH-3
3	IGC Khara	1	BKESL	Canal	1200	Riico	Along NH-62	-
4	Napasar	0	JdvvnI	Tube well	150	Riico	15 KM from NH-62	-
5	Rani bazar	1	BKESL	Tube well	350	PHED	3 KM from NH-62	-

6	Nokha	1	Jdvvnl	Tube well	300	Riico	Along NH-62	-
8	Lunkarnsar	0	Jdvvnl	Tube well	250	PHED	0.3 KM from NH-62	-
9	Sri Dungargarah	0	Jdvvnl	Tube well	100	PHED	Along NH-11	Along SH-6
10	Khajuwala	1	Jdvvnl	Canal	100	PHED	-	54 KM from SH-3

## 7.1 Introduction

### □ STRATEGIC LOCATION

Bikaner city is located in the western region of Rajasthan here crops with low rainfall like Moong, Moth and groundnut, mustard, cumin and Ayurvedic crops are found in abundance.

The food products here are very tasty due to the hot environment.

### □ ODOP

Rajasthan State Govt. has already identified one product in each district having marks potential as to devise focussed strategies. The Agro food products industry of Bikaner has already been identified by State Govt.

### □ Main Agro Food Products in Area

Most exotic portion of the Indian cuisine especially in Bikaner is namkeen like in Bikaner cannot be made anywhere else because of its environmental factors like high temperature, mugginess etc. which provide superior crispiness and brittleness to namkeen and that's why they are not oozy or soggy.

Bikaner's namkeen is sui generis because of the favorable environmental surroundings like water, mugginess or hotness, wind keeps namkeen dry and tasty and fresh for a longer time anything inimitable to Bikaner.

### □ Human Resource

The Bikaneri Bhujia and Namkeen, Papad industry is a labour-intensive industry and does not require highly qualified human resource. Availability of skilled labour is sufficient to meet the demands of the industry.

### □ Brand Advantage.

Bikaner has already registered in "G.I." (Geographic Identity) "**BIKANERI BHUJJIA**" name Brand all over the world. Accepted new products under already established like Bhujia-mixture, Dal-Moth, Allo Bhujia etc.

## 7.2 **ISSUES**

### □ ***Old Technology:***

Agro Food industry is still using age old technology. There is and urgent need for up-gradation in technology.

### □ ***Availability of Raw material***

There is shortage of raw material because Bikaner is an area of low rainfall and the deficiency is reduced due to lack of rain when the monsoon is weak.

### □ ***Unavailability of industrial Land***

Due to limited space the existing units are unable to expand and new entrepreneurs are unable to establish a units Necessary steps to be taken to provide another Exports Oriented Industrial Complex for Agro Food Industry in Bikaner. There is need to provide around 150 acres of Industrial land or Mega Food Park in Bikaner.

### □ ***Testing Labs***

The testing requirement of buyers compels exporters to undertake testing of their equipment from International testing labs at exorbitant cost.

### □ ***Dry Port Inland container Depot***

There is need for establishment of Dry port (inland container depot) in Bikaner because most of the units are running here on the account of the units which are lying closed in Gujarat, consequently the foreign currency goes to the Gujarat state causing great loss of foreign currency to the Rajasthan state.

Earlier dry port was sanctioned to Bikaner and land allotment was also got done but unfortunately this proposal got rejected due to unavoidable circumstance

### **7.3 SUGGESTIONS**

- In Bikaner around 250 Agro Food manufacturing industry which manufactures only about 4 to 5 types of Namkeens. The key of success lies in diversification. Bikaner has already embarked of this path and has achieved good growth in export of Agro Food products. More research to find out products having demand in international market and manufactures should be engaged to produce these products.
- Immediate efforts to provide industrial land to manufactures as presently available industrial land has been fully exhausted. The manufacturers are having capacity to invest new machinery to manufacture new Namkeen variety and have also found new customers' but not able to produce because of non-availability of land for expansion
- Restoring of ICD in Bikaner should be explored to boost in exports.
- Regular meetings with various banks to resolve issues faced by exporters in getting the credit of remittances due to complex compliance procedures and RBI guidelines. Even the banks staff is not sufficiently trained leading to hurdles in cash flow of exports.
- Bikaner to focus on getting equipment for carrying out product specific testing related to Agro Food industry.
- All the running and potentially exportable production units are to be investigated upon and listed. So that, the respective industrial units can be initiated for the manufacturing of the products as per the Global demand as well as considering the level of quality at the same time.
- Such kind of Training programs i.e. export packaging, bar-coding and other technical programs should be initiated for the modernization of exportable products for enhancing their technical advancement
- RIICO may develop a specially developed industrial Area for export oriented units in the District. They should be given special Tax holiday for the new units by the state government, then there will be great chances for establishment of new units in the coming future.
- To generate awareness, an informative booklet giving information about incentive schemes of Rajasthan Government should be widely distributed to the exporters in outreach programmes.

## **8 Agro Food Products export in Bikaner**

The major crops of the district are wheat, gram, mustard, Groundnut and moth etc. Products like Bhujia, Papad, namkeen, etc of good quality can be available. Due to availability of raw materials and warm environment.

### **8.1 Major Agro Food Products Exported from district**

- Bhujia,
- Papad
- Guar Gum
- Dal
- Spices
- Groundnut

### **8.2 Major Countries Where Products Exported**

- USA*
- EUROPE*
- SINGAPORE*
- S.AFRICA*
- CANADA*
- MALAYSIA*
- SRI LANKA*
- U.E.A.*
- BHUTAN*
- NEPAL*
- BANGLADESH*
- DUBAI*

### 8.3 Agro Food Processing Products which are being Exported

Although no direct Export is being done by the units yet. Guar gum/Guar gum powder, Bhujia, Canned Rasgulla, items are being Exported through the Exporters.

Sr. no.	Unit name/address/Ph.no./Fax/mob. No.	E-Mail	Export	Total Export in year 2017-18	Export Country
01	Bikaji Foods International Ltd. Dir.- Sri Shivratan Agarwal Plot No. F 196 Ind. Area Bichwal, Bikaner Ph. 0151-2250350 Fax 0151-2251814 Mob. 09829218184	bikaji@gmail.com	Bhujiya, Papad, Namkeen, Sweets	1801.78 Lacs	USA, Europe, Singapore, S.Africa, Canada, Malaica, Sri Lanka, U.E.A. Bangladesh, Dubai etc
02	Vegan Colayezed Ltd. Dir.- Sri Narendra Jindal Plot no- E-249-251, IGC Khara, Bikaner Ph. 01522-260162 Fax 01522-260166 Mob. 09414087547	vegancolloids@gmail.com	Guar gum/Gwar gum Power	—	USA, Europe
04	Sunrise Food Products Partner- Sri Hari Prasad Agarwal Plot no- F 88-89, I.A. Bichwal, Bikaner Fax-0151-2251814 Mob.- 09829217547	bcsons@gmail.com	Bhujiya, Namkeen	8791051.00 Lacs	Bhutan, Nepal
05	Navhari Food Prod. Pvt.Ltd., F-210-211, I.A. Bichwal, Bikaner Fax-0151-2251814	bcsons@gmail.com	Sweet Meets	1542866.00 Lacs	Bhutan

### 8.4 Future Export Potential in Agro Food Based units.

There is still great export potential for the product like Guar Gum, Cotton Ginning, Spices, Bhujia, Canned Rasgulla, Dal Mill, Groundnut seeds, Oil Mil, Floor mills besides important for export promotion.

<b>s.n</b>	<b>Type of Industries</b>	<b>No of units</b>	<b>Investment</b>	<b>Emplo yment</b>	<b>Capacity</b>	<b>Aera</b>
1.	Bhujia Papad	10	12.50	150	900 MT	Bikaner,
2.	Guar Gum	04	157.90	147	3200 MT	Nokha, Bikaner, Khajuwala
3.	Dal Mill	05	3.75	80	800 MT	Bikaner, Nokha
4.	Cotton Ginning	02	4.50	45	300 MT	Khajuwalla
5.	Floor mil	05	5.25	125	4500 MT	Bikaner,Nokha, Loonkaransar, Khajuwala
6.	Spice Grinding	03	1.80	60	1500 MT	Bikaner,Nokha
7.	Oil Mill	10	430	75	3200 MT	Bikaner, Lunkaransar, Bajju